

Page 92, line 16

Change "1430." to

ar

--1430 (providing this queue  
is not full).-- and

line 25 ✓

Change "it" to --that queue--.

IN THE CLAIMS-

Cancel claim 1 and substitute new claims 2-105 as follows:

1 --2. A computer readable medium storing a first web page  
2 wherein the first web page comprises a plurality of computer  
3 readable instructions, the instructions representing page  
4 content and embedded code, wherein the code, when executed  
5 by a client computer, causes the computer to:

6 download, from a network server and while the computer  
7 renders the first web page to a user through an output  
8 device operative in conjunction with the computer, at least  
9 one file which is to be subsequently employed, by the  
10 processor, to render an information object; and

11 in response to a user-initiated event, detected by the  
12 computer, for transitioning from the first web page to a  
13 next successive web page and which signifies a start of a  
14 next interstitial interval, suspend further downloading of  
15 files and process the one file so as to render the  
16 information object through the output device to the user  
17 during the interval;

18 whereby use of the code eliminates a need to store  
19 content for the information object within the first web page  
20 thereby decoupling the object content from the first web  
21 page.

Sub  
E2

1 3. The medium recited in claim 2 wherein the tag comprises  
2 an advertising tag, the network server comprises an  
3 advertising server and the information object comprises a  
4 web advertisement.

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E3

1 4. The medium recited in claim 3 wherein said one file  
2 comprises an Ad Descriptor file or at least one advertising  
3 file specified in the Ad Descriptor file, the advertising  
4 file being either a media file or a player file.

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E4

1 5. The media recited in claim 4 wherein the advertising  
2 code comprises an advertising tag, which, when executed by  
3 the computer, causes the computer to dynamically write a  
4 plurality of predefined applet tags that collectively  
5 implement a script into the first web page, wherein the  
6 script, when subsequently executed by the computer, causes  
7 the computer to download an agent from a predefined  
8 distribution server into memory in the computer and  
9 thereafter instantiate and execute the agent.

1 6. The media recited in claim 5 wherein the user-initiated  
2 event is an affirmative action taken by the user, through a  
3 web browser, to navigate from the first web page to the next  
4 successive web page, wherein the action comprises a mouse  
5 click, a key depression or a user-invoked state change in a  
6 stored history of web pages previously visited by the user.

1 7. The media recited in claim 6 wherein the computer  
2 executes the web browser which, in turn, executes the first  
3 web page, comprising the tag, and subsequently the agent.

1 8. The media recited in claim 7 wherein the agent  
2 overrides default life cycle methods defined in the web

3 browser with corresponding substitute methods such that the  
4 agent persistently remains in browser storage as the browser  
5 transitions across successive web pages and different web  
6 sites.

1 9. The media recited in claim 8 wherein the agent  
2 comprises:

3 a Transition Sensor applet; and  
4 an Ad Controller applet;

5 wherein the Transition Sensor applet instantiates and  
6 starts execution of the Ad Controller applet, monitors a  
7 user click-stream so as to detect the user-initiated event,  
8 and:

9 instructs the Ad Controller applet to download the  
10 Ad Descriptor file for the web advertisement from the  
11 advertising server into the browser storage on the computer;  
12 and

13 in response to an occurrence of the event,  
14 instructs the Ad Controller applet to cease any download of  
15 a further advertisement file specified in the Ad Descriptor  
16 file, to the extent any downloading of said further  
17 advertisement file is then occurring, and to initiate  
18 processing, through the browser, of files for an  
19 advertisement that has been previously downloaded and is  
20 currently ready to be rendered so as to render the  
21 previously downloaded advertisement during the next  
22 interstitial interval to the user.

23 10. The media recited in claim 9 wherein the corresponding  
2 life cycle methods cause the Ad Controller and Transition  
3 Sensor applets to persistently remain in the browser storage  
4 as the browser transitions across successive web pages and  
5 different web sites.

1 11. The media recited in claim 10 wherein the  
2 user-initiated event is an affirmative action taken by the  
3 user, through the browser, to navigate from the first web  
4 page to the next successive web page, wherein the action  
5 comprises a mouse click, a key depression or a user-invoked  
6 state change in a stored history of web pages previously  
7 visited by the user.

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1 12. The media recited in claim 10 wherein as a result of  
2 executing the tag, the computer determines, through the  
3 agent, whether a new version of either the Transition Sensor  
4 applet or the Ad Controller applet then resides on the  
5 distribution server relative to a corresponding version, if  
6 any, of the Transition Sensor and Ad Controller applets,  
7 respectively, then residing in the browser storage; and  
8 if said new version exists on the distribution server,  
9 downloading the new version from the distribution server  
10 into the browser storage and executing the new version in  
11 lieu of the corresponding version.

Sub  
C4  
1 ~~13. The media recited in claim 11 wherein the advertising~~  
2 ~~tag further comprises first and second components, the first~~  
3 ~~and second components specifying the script and the~~  
4 ~~advertising server, respectively.~~

1 14. The media recited in claim 13 wherein, in response to  
2 the second component contained in the tag, the Ad Controller  
3 applet downloads the Ad Descriptor file originating from the  
4 advertising server specified in the second component.

1 15. The media recited in claim 14 wherein the Ad Descriptor  
2 file comprises a manifest of names of a plurality of  
3 predefined advertising files and associated configuration

4 information necessary to properly play the downloaded  
5 advertisement through the browser.

*Sub*  
*CB*  
1 16. The media recited in claim 15 wherein the advertising  
2 files comprise at least one media file or at least one  
3 player file necessary to render an associated media file.

*h*  
1 17. The media recited in claim 16 wherein the Ad Descriptor  
2 file comprises a list having: a name of each player and  
3 media file that constitutes the downloaded advertisement, a  
4 corresponding network address at which said each file can be  
5 accessed, configuration information for at least one of the  
6 player files for properly configuring the corresponding  
7 player to render an associated media file.

1 18. The media recited in claim 17 wherein the Ad Controller  
2 applet comprises a play queue, and wherein the Ad Controller  
3 applet:

4 once all the advertising files specified in an  
5 associated Ad Descriptor file for a corresponding  
6 advertisement reside in the browser storage on the computer,  
7 inserts the associated Ad Descriptor file into an end of the  
8 play queue; and

9 in response to the user-initiated event and during the  
10 ensuing interstitial interval, processes advertising files  
11 specified in a specific Ad Descriptor file then situated at  
12 a head of the play queue so as to render, through the output  
13 device, an advertisement, corresponding to the specific Ad  
14 Descriptor file, to the user.

1 19. The media recited in claim 18 wherein the  
2 user-initiated event is an affirmative action taken by the  
3 user, through the browser, to navigate from the first web

4 page to the next successive web page, wherein the action  
5 comprises a mouse click, a key depression or a user-invoked  
6 state change in a stored history of web pages previously  
7 visited by the user.

1 20. The media recited in claim 19 wherein as a result of  
2 executing the tag, the computer determines, through the  
3 agent, whether a new version of either the Transition Sensor  
4 applet or the Ad Controller applet then resides on the  
5 distribution server relative to a corresponding version, if  
6 any, of the Transition Sensor and Ad Controller applets,  
7 respectively, then residing in the browser storage; and  
8 if said new version exists on the distribution server,  
9 downloading the new version from the distribution server  
10 into the browser storage and executing the new version in  
11 lieu of the corresponding version.

1 21. The media recited in claim 4 wherein the user-initiated  
2 event is an affirmative action taken by the user, through a  
3 browser, to navigate from the first web page to the next  
4 successive web page, wherein the action comprises a mouse  
5 click, a key depression or a user-invoked state change in a  
6 stored history of web pages previously visited by the user.

1 22. The media recited in claim 21 wherein the computer  
2 executes the web browser which, in turn, executes the first  
3 web page, comprising the tag, and subsequently the agent.

1 23. The media recited in claim 22 wherein the agent  
2 overrides default life cycle methods defined in the web  
3 browser with corresponding substitute methods such that the  
4 agent persistently remains in browser storage as the browser

5 transitions across successive web pages and different web  
6 sites.

1 24. The media recited in claim 23 wherein the agent  
2 comprises:

3 a Transition Sensor applet; and  
4 an Ad Controller applet;

5 wherein the Transition Sensor applet instantiates and  
6 starts execution of the Ad Controller applet, monitors a  
7 user click-stream so as to detect the user-initiated event,  
8 and:

9 instructs the Ad Controller applet to download the  
10 Ad Descriptor file for the web advertisement from the  
11 advertising server into the browser storage on the computer;  
12 and

13 in response to an occurrence of the event,  
14 instructs the Ad Controller applet to cease any download of  
15 a further advertisement file specified in the Ad Descriptor  
16 file, to the extent any downloading of said further  
17 advertisement file is then occurring, and to initiate  
18 processing, through the browser, of files for an  
19 advertisement that has been previously downloaded and is  
20 currently ready to be rendered so as to render the  
21 previously downloaded advertisement during the next  
22 interstitial interval to the user.

25. The media recited in claim 24 wherein the corresponding  
life cycle methods cause the Ad Controller and Transition  
Sensor applets to persistently remain in the browser storage  
as the browser transitions across successive web pages and  
different web sites.

1 26. The media recited in claim 25 wherein the  
2 user-initiated event is an affirmative action taken by the  
3 user, through the browser, to navigate from the first web  
4 page to the next successive web page, wherein the action  
5 comprises a mouse click, a key depression or a user-invoked  
6 state change in a stored history of web pages previously  
7 visited by the user.

1 27. The media recited in claim 25 wherein as a result of  
2 executing the tag, the computer determines, through the  
3 agent, whether a new version of either the Transition Sensor  
4 applet or the Ad Controller applet then resides on the  
5 distribution server relative to a corresponding version, if  
6 any, of the Transition Sensor and Ad Controller applets,  
7 respectively, then residing in the browser storage; and  
8 if said new version exists on the distribution server,  
9 downloading the new version from the distribution server  
10 into the browser storage and executing the new version in  
11 lieu of the corresponding version.

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1 Sub 28. The media recited in claim 26 wherein the advertising  
2 tag further comprises a component specifying the advertising  
3 server.

1 29. The media recited in claim 28 wherein, in response to  
2 the second component contained in the tag, the Ad Controller  
3 applet downloads the Ad Descriptor file originating from the  
4 advertising server specified in the second component.

1 30. The media recited in claim 29 wherein the Ad Descriptor  
2 file comprises a manifest of names of a plurality of  
3 predefined advertising files and associated configuration



4 information necessary to properly play the downloaded  
5 advertisement through the browser.

1 31. The media recited in claim 30 wherein the advertising  
2 files comprise at least one media file or at least one  
3 player file necessary to render an associated media file.

3  
a 1 ~~32. The media recited in claim 31 wherein the Ad Descriptor~~  
2 ~~file comprises a list having: a name of each player and~~  
3 ~~media file that constitutes the downloaded advertisement, a~~  
4 ~~corresponding network address at which said each file can be~~  
5 ~~accessed, configuration information for at least one of the~~  
6 ~~player files for properly configuring the corresponding~~  
7 ~~player to render an associated media file.~~

1 33. The media recited in claim 32 wherein the Ad Controller  
2 applet comprises a play queue, and wherein the Ad Controller  
3 applet:

4 once all the advertising files specified in an  
5 associated Ad Descriptor file for a corresponding  
6 advertisement, reside in the browser storage on the  
7 computer, inserts the associated Ad Descriptor file into an  
8 end of the play queue; and

9 in response to the user-initiated event and during the  
10 ensuing interstitial interval, processes advertising files  
11 specified in a specific Ad Descriptor file then situated at  
12 a head of the play queue so as to render, through the output  
13 device, an advertisement, corresponding to the specific Ad  
14 Descriptor file, to the user.

1 34. The media recited in claim 33 wherein the  
2 user-initiated event is an affirmative action taken by the  
3 user, through the browser, to navigate from the first web

*over*

4 page to the next successive web page, wherein the action  
5 comprises a mouse click, a key depression or a user-invoked  
6 state change in a stored history of web pages previously  
7 visited by the user.

*Say*  
35. The media recited in claim 34 wherein as a result of  
2 executing the tag, the computer determines, through the  
3 agent, whether a new version of either the Transition Sensor  
4 applet or the Ad Controller applet then resides on the  
5 distribution server relative to a corresponding version, if  
6 any, of the Transition Sensor and Ad Controller applets,  
7 respectively, then residing in the browser storage; and  
8 if said new version exists on the distribution server,  
9 downloading the new version from the distribution server  
10 into the browser storage and executing the new version in  
11 lieu of the corresponding version.

*3*  
36. A method for use in a computer having a processor and a  
2 memory, the memory connected to the processor and storing  
3 both computer executable instructions and a first web page,  
4 the first web page having a plurality of computer readable  
5 instructions representing page content and embedded code,  
6 the method comprising the steps performed by the processor,  
7 in response to the executable instructions and as a result  
8 of executing the code, of:

9 downloading, from a network server and while the  
10 computer renders the first web page to a user through an  
11 output device operative in conjunction with the computer, at  
12 least one file which is to be subsequently employed, by the  
13 processor, to render an information object; and

14 in response to a user-initiated event detected by the  
15 computer for transitioning from the first web page to a next  
16 successive web page and which signifies a start of a next

17 interstitial interval, suspending further downloading of the  
18 further file and processing the one file so as to render the  
19 object through the output device to the user during the  
20 interval;

21 whereby use of the code eliminates a need to store  
22 content for the object within the first web page thereby  
23 decoupling the object content from the first web page.

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1 37. The method recited in claim 36 wherein the tag  
2 comprises an advertising tag, the network server comprises  
3 an advertising server and the information object comprises a  
4 web advertisement.

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1 38. The method recited in claim 37 wherein said one file  
2 comprises an Ad Descriptor file or at least one advertising  
3 file specified in the Ad Descriptor file, the advertising  
4 file being either a media file or a player file.

1 39. The method recited in claim 38, wherein the advertising  
2 code comprises an advertising tag, further comprising the  
3 steps executed by the processor, in response to execution of  
4 the tag, of:

5 dynamically writing a plurality of predefined applet  
6 tags that collectively implement a script into the first web  
7 page; and

8 downloading, in response to subsequent execution of the  
9 script, an agent from a predefined distribution server into  
10 the memory and thereafter instantiating and executing the  
11 agent.

1 40. The method recited in claim 39 wherein the  
2 user-initiated event is an affirmative action taken by the

3 user, through a web browser, to navigate from the first web  
4 page to the next successive web page, wherein the action  
5 comprises a mouse click, a key depression or a user-invoked  
6 state change in a stored history of web pages previously  
7 visited by the user.

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C13  
1 41. The method recited in claim 40 further comprising the  
2 of step, performed by the processor in response to the  
3 stored executable instructions, of executing the first web  
4 page, including the tag, under the web browser.

3  
1 42. The method recited in claim 41 comprising the step,  
2 performed by the processor, in response to execution of the  
3 agent, of overriding default life cycle methods defined in  
4 the web browser with corresponding substitute methods such  
5 that the agent persistently remains in browser storage as  
6 the browser transitions across successive web pages and  
7 different web sites.

1 43. The method recited in claim 42 wherein the agent  
2 comprises a Transition Sensor applet, and an Ad Controller  
3 applet, further comprising the step, in the Transition  
4 Sensor, of:

5 instantiating and starting execution of the Ad  
6 Controller applet; and

7 monitoring a user click-stream so as to detect the  
8 user-initiated event, the monitoring step comprising the  
9 steps of:

10 instructing the Ad Controller applet to download  
11 the Ad Descriptor file for the web advertisement from the  
12 advertising server into the browser storage on the computer;  
13 and

14 in response to an occurrence of the event,  
15 instructing the Ad Controller applet to cease any download  
16 of a further advertisement file specified in the Ad  
17 Descriptor file, to the extent any downloading of said  
18 further advertisement file is then occurring, and initiating  
19 processing, through the browser, of files for an  
20 advertisement that has been previously downloaded and is  
21 currently ready to be rendered so as to render the  
22 previously downloaded advertisement during the next  
23 interstitial interval to the user.

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C14

1 44. The method recited in claim 43 further comprising the  
2 step, as a result of the corresponding life cycle methods,  
3 of causing the Ad Controller and Transition Sensor applets  
4 to persistently remain in the browser storage as the browser  
5 transitions across successive web pages and different web  
6 sites.

1 45. The method recited in claim 44 wherein the  
2 user-initiated event is an affirmative action taken by the  
3 user, through the browser, to navigate from the first web  
4 page to the next successive web page, wherein the action  
5 comprises a mouse click, a key depression or a user-invoked  
6 state change in a stored history of web pages previously  
7 visited by the user.

1 46. The method recited in claim 44 further comprising the  
2 steps, performed by the processor in response to executing  
3 the tag, of:  
4 determining, through the agent, whether a new version  
5 of either the Transition Sensor applet or the Ad Controller  
6 applet then resides on the distribution server relative to a  
7 corresponding version, if any, of the Transition Sensor and

8 Ad Controller applets, respectively, then residing in the  
9 browser storage; and  
10 if said new version exists on the distribution server,  
11 downloading the new version from the distribution server  
12 into the browser storage and executing the new version in  
13 lieu of the corresponding version.

*Sub*  
*C15*

~~47. The method recited in claim 45 wherein the advertising  
2 tag further comprises first and second components, the first  
3 and second components specifying the script and the  
4 advertising server, respectively.~~

*Q3*

1 48. The method recited in claim 47 further comprising the  
2 step, performed by the Ad Controller applet in response to  
3 the second component contained in the tag, of downloading  
4 the Ad Descriptor file originating from the advertising  
5 server specified in the second component.

1 49. The method recited in claim 48 wherein the Ad  
2 Descriptor file comprises a manifest of names of a plurality  
3 of predefined advertising files and associated configuration  
4 information necessary to properly play the downloaded  
5 advertisement through the browser.

1 50. The method recited in claim 49 wherein the advertising  
2 files comprise at least one media file, or said one media  
3 file and at least one player file necessary to render the  
4 media file.

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*C16*

~~51. The method recited in claim 50 wherein the Ad  
2 Descriptor file comprises a list having: a name of each  
3 player and media file that constitutes the downloaded  
4 advertisement, a corresponding network address at which said~~

5 each file can be accessed, configuration information for at  
6 least one of the player files for properly configuring the  
7 corresponding player to render an associated media file.

1 52. The method recited in claim 51 wherein the Ad  
2 Controller applet comprises a play queue, further comprising  
3 the steps, performed by the Ad Controller applet, of:

4 once all the advertising files specified in an  
5 associated Ad Descriptor file for a corresponding  
6 advertisement reside in the browser storage on the computer,  
7 inserting the associated Ad Descriptor file into an end of  
8 the play queue; and

9 in response to the user-initiated event and during the  
10 ensuing interstitial interval, processing advertising files  
11 specified in a specific Ad Descriptor file then situated at  
12 a head of the play queue so as to render, through the output  
13 device, an advertisement, corresponding to the specific Ad  
14 Descriptor file, to the user.

1 53. The method recited in claim 52 wherein the  
2 user-initiated event is an affirmative action taken by the  
3 user, through the browser, to navigate from the first web  
4 page to the next successive web page, wherein the action  
5 comprises a mouse click, a key depression or a user-invoked  
6 state change in a stored history of web pages previously  
7 visited by the user.

1 54. The method recited in claim 53 further comprising the  
2 steps, performed in the processor in response to executing  
3 the tag, of:

4 determining, through the agent, whether a new version  
5 of either the Transition Sensor applet or the Ad Controller  
6 applet then resides on the distribution server relative to a

7 corresponding version, if any, of the Transition Sensor and  
8 Ad Controller applets, respectively, then residing in the  
9 browser storage; and

10 if said new version exists on the distribution server,  
11 downloading the new version from the distribution server  
12 into the browser storage and executing the new version in  
13 lieu of the corresponding version.

1 55. The method recited in claim 38 wherein the  
2 user-initiated event is an affirmative action taken by the  
3 user, through a browser, to navigate from the first web page  
4 to the next successive web page, wherein the action  
5 comprises a mouse click, a key depression or a user-invoked  
6 state change in a stored history of web pages previously  
7 visited by the user.

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618 56. The method recited in claim 55 further comprising the  
2 steps, performed by the processor in response to the stored  
3 executable instructions, of executing the first web page,  
4 comprising the tag, under the web browser.

1 57. The method recited in claim 56 comprising the step,  
2 performed by the processor, in response to execution of the  
3 agent of, overriding default life cycle methods defined in  
4 the web browser with corresponding substitute methods such  
5 that the agent persistently remains in browser storage as  
6 the browser transitions across successive web pages and  
7 different web sites.

1 58. The method recited in claim 57 wherein the agent  
2 comprises a Transition Sensor applet, and an Ad Controller  
3 applet, further comprising the step, in the Transition  
4 Sensor, of:



5           instantiating and starting execution of the Ad  
6   Controller applet; and  
7           monitoring a user click-stream so as to detect the  
8   user-initiated event, the monitoring step comprising the  
9   steps of:  
10           instructing the Ad Controller applet to download  
11   the Ad Descriptor file for the web advertisement from the  
12   advertising server into the browser storage on the computer;  
13   and  
14           in response to an occurrence of the event,  
15   instructing the Ad Controller applet to cease any download  
16   of a further advertisement file specified in the Ad  
17   Descriptor file, to the extent any downloading of said  
18   further advertisement file is then occurring, and initiating  
19   processing, through the browser, of files for an  
20   advertisement that has been previously downloaded and is  
21   currently ready to be rendered so as to render the  
22   previously downloaded advertisement during the next  
23   interstitial interval to the user.

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59. The method recited in claim 58 further comprising the  
2   step, as a result of the corresponding life cycle methods,  
3   of causing the Ad Controller and Transition Sensor applets  
4   to persistently remain in the browser storage as the browser  
5   transitions across successive web pages and different web  
6   sites.

1   60. The method recited in claim 59 wherein the  
2   user-initiated event is an affirmative action taken by the  
3   user, through the browser, to navigate from the first web  
4   page to the next successive web page, wherein the action  
5   comprises a mouse click, a key depression or a user-invoked

6 state change in a stored history of web pages previously  
7 visited by the user.

1 61. The method recited in claim 59 further comprising the  
2 steps, performed by the processing in response to executing  
3 the tag, of:

4 determining, through the agent, whether a new version  
5 of either the Transition Sensor applet or the Ad Controller  
6 applet then resides on the distribution server relative to a  
7 corresponding version, if any, of the Transition Sensor and  
8 Ad Controller applets, respectively, then residing in the  
9 browser storage; and

10 if said new version exists on the distribution server,  
11 downloading the new version from the distribution server  
12 into the browser storage and executing the new version in  
13 lieu of the corresponding version.

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1 65. The method recited in claim 64 wherein the advertising  
2 files comprise at least one media file, or said one media  
3 file and at least one player file necessary to render the  
4 media file.

1 66. The method recited in claim 65 wherein the Ad  
2 Descriptor file comprises a list having: a name of each  
3 player and media file that constitutes the downloaded  
4 advertisement, a corresponding network address at which said  
5 each file can be accessed, configuration information for at  
6 least one of the player files for properly configuring the  
7 corresponding player to render an associated media file.

3

1 67. The method recited in claim 66 wherein the Ad  
2 Controller applet comprises a play queue, further comprising  
3 the steps of:

4       once all the advertising files specified in an  
5 associated Ad Descriptor file for a corresponding  
6 advertisement, reside in the browser storage on the  
7 computer, inserting the associated Ad Descriptor file into  
8 an end of the play queue; and

9       in response to the user-initiated event and during the  
10 ensuing interstitial interval, processing advertising files  
11 specified in a specific Ad Descriptor file then situated at  
12 a head of the play queue so as to render, through the output  
13 device, an advertisement, corresponding to the specific Ad  
14 Descriptor file, to the user.

1 68. The method recited in claim 67 wherein the  
2 user-initiated event is an affirmative action taken by the  
3 user, through the browser, to navigate from the first web  
4 page to the next successive web page, wherein the action  
5 comprises a mouse click, a key depression or a user-invoked

6 state change in a stored history of web pages previously  
7 visited by the user.

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1 69. The method recited in claim 68 further comprising the  
2 steps, performed by the processor, in response to executing  
3 the tag, of:

4 determining, through the agent, whether a new version  
5 of either the Transition Sensor applet or the Ad Controller  
6 applet then resides on the distribution server relative to a  
7 corresponding version, if any, of the Transition Sensor and  
8 Ad Controller applets, respectively, then residing in the  
9 browser storage; and

10 if said new version exists on the distribution server,  
11 downloading the new version from the distribution server  
12 into the browser storage and executing the new version in  
13 lieu of the corresponding version.

1 70. Apparatus for rendering an information object in  
2 response to a first web page containing embedded code, the  
3 apparatus comprising:

4 a processor; and

5 a memory, the memory connected to the processor and  
6 storing both computer executable instructions and the first  
7 web page, the first web page having a plurality of computer  
8 readable instructions representing page content and the  
9 embedded code;

10 wherein the processor, in response to the executable  
11 instructions and as a result of executing the code:

12 downloads, from a network server and while the  
13 computer renders the first web page to a user through an  
14 output device operative in conjunction with the computer, at  
15 least one file which is to be subsequently employed, by the  
16 processor, to render an information object; and

17 in response to a user-initiated event detected by  
18 the computer for transitioning from the first web page to a  
19 next successive web page and which signifies a start of a  
20 next interstitial interval, suspends further downloading of  
21 files and processes the one file so as to render the  
22 information object through the output device to the user  
23 during the interval;

24 whereby use of the code eliminates a need to store  
25 content for the information object within the first web page  
26 thereby decoupling the object content from the first web  
27 page.

3 71. The apparatus in claim 70 wherein the tag comprises an  
4 advertising tag, the network server comprises an advertising  
server and the information object comprises a web  
advertisement.

1 72. The apparatus recited in claim 71 wherein said one file  
2 comprises an Ad Descriptor file or at least one advertising  
3 file specified in the Ad Descriptor file, the advertising  
4 file being either a media file or a player file.

1 73. The apparatus recited in claim 72 wherein the  
2 advertising code comprises an advertising tag and the  
3 processor, in response to execution of the tag:

4 dynamically writes a plurality of predefined applet  
5 tags that collectively implement a script into the first web  
6 page; and

7 downloads, in response to subsequent execution of the  
8 script, an agent from a predefined distribution server into  
9 the memory and thereafter instantiates and executes the  
10 agent.

1 74. The apparatus recited in claim 73 wherein the  
2 user-initiated event is an affirmative action taken by the  
3 user, through a web browser, to navigate from the first web  
4 page to the next successive web page, wherein the action  
5 comprises a mouse click, a key depression or a user-invoked  
6 state change in a stored history of web pages previously  
7 visited by the user.

*Sum*  
*C-23*  
1 75. The apparatus recited in claim 74 wherein the  
2 processor, in response to the stored executable  
3 instructions, executes the first web page, including the  
4 tag, under the web browser.

*Q*  
1 76. The apparatus recited in claim 75 wherein the  
2 processor, in response to execution of the agent, overrides  
3 default life cycle methods defined in the web browser with  
4 corresponding substitute methods such that the agent  
5 persistently remains in browser storage as the browser  
6 transitions across successive web pages and different web  
7 sites.

1 77. The apparatus recited in claim 76 wherein the agent  
2 comprises a Transition Sensor applet and an Ad Controller  
3 applet, and the processor, during execution of the  
4 Transition Sensor:  
5       instantiates and starts execution of the Ad Controller  
6       applet; and  
7       monitors a user click-stream so as to detect the  
8       user-initiated event such that the processor:  
9       instructs the Ad Controller applet to download the  
10      Ad Descriptor file for the web advertisement from the  
11      advertising server into the browser storage on the computer;  
12      and

13 in response to an occurrence of the event,  
14 instructs the Ad Controller applet to cease any download of  
15 a further advertisement file specified in the Ad Descriptor  
16 file, to the extent any downloading of said further  
17 advertisement file is then occurring, and initiates  
18 processing through the browser, of files for an  
19 advertisement that has been previously downloaded and is  
20 currently ready to be rendered so as to render the  
21 previously downloaded advertisement during the next  
22 interstitial interval to the user.

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7 Ad Controller applets, respectively, then residing in the  
8 browser storage; and  
9 if said new version exists on the distribution server,  
10 downloads the new version from the distribution server into  
11 the browser storage and executes the new version in lieu of  
12 the corresponding version.

SW  
C-27  
1 81. The apparatus recited in claim 79 wherein the  
2 advertising tag further comprises first and second  
3 components, the first and second components specifying the  
4 script and the advertising server, respectively.

3  
1 82. The apparatus recited in claim 81 wherein the  
2 processor, during execution of the Ad Controller applet and  
3 in response to the second component contained in the tag,  
4 downloads the Ad Descriptor file originating from the  
5 advertising server specified in the second component.

1 83. The apparatus recited in claim 82 wherein the Ad  
2 Descriptor file comprises a manifest of names of a plurality  
3 of predefined advertising files and associated configuration  
4 information necessary to properly play the downloaded  
5 advertisement through the browser.

SW  
C-28  
1 84. The apparatus recited in claim 83 wherein the  
2 advertising files comprise at least one media file, or at  
3 least one player file necessary to render an associated  
4 media file.

1 85. The apparatus recited in claim 84 wherein the Ad  
2 Descriptor file comprises a list having: a name of each  
3 player and media file that constitutes the downloaded  
4 advertisement, a corresponding network address at which said



5 each file can be accessed, configuration information for at  
6 least one of the player files for properly configuring the  
7 corresponding player to render an associated media file.

1 86. The apparatus recited in claim 85 wherein the Ad  
2 Controller applet comprises a play queue, wherein, the  
3 processor during execution of the Ad Controller applet:

4 once all the advertising files specified in an  
5 associated Ad Descriptor file for a corresponding  
6 advertisement, reside in the browser storage on the  
7 computer, inserts the associated Ad Descriptor file into an  
8 end of the play queue; and

9 in response to the user-initiated event and during the  
10 ensuing interstitial interval, processes advertising files  
11 specified in a specific Ad Descriptor file then situated at  
12 a head of the play queue so as to render, through the output  
13 device, an advertisement, corresponding to the specific Ad  
14 Descriptor file, to the user.

1 87. The apparatus recited in claim 86 wherein the  
2 user-initiated event is an affirmative action taken by the  
3 user, through the browser, to navigate from the first web  
4 page to the next successive web page, wherein the action  
5 comprises a mouse click, a key depression or a user-invoked  
6 state change in a stored history of web pages previously  
7 visited by the user.

8 88. The apparatus recited in claim 87 wherein the processor  
9 in response to executing the tag:

10 determines, through the agent, whether a new version of  
11 either the Transition Sensor applet or the Ad Controller  
12 applet then resides on the distribution server relative to a  
13 corresponding version, if any, of the Transition Sensor and  
14

7 Ad Controller applets, respectively, then residing in the  
8 browser storage; and  
9 if said new version exists on the distribution server,  
10 downloads the new version from the distribution server into  
11 the browser storage and executes the new version in lieu of  
12 the corresponding version.

1 89. The apparatus recited in claim 72 wherein the  
2 user-initiated event is an affirmative action taken by the  
3 user, through a browser, to navigate from the first web page  
4 to the next successive web page, wherein the action  
5 comprises a mouse click, a key depression or a user-invoked  
6 state change in a stored history of web pages previously  
7 visited by the user.

1 *Sub*  
*C30* 90. The apparatus recited in claim 89 wherein the processor  
2 in response to the stored executable instructions, executes  
3 the first web page, comprising the tag, under the web  
4 browser.

1 91. The apparatus recited in claim 90 wherein the  
2 processor, in response to execution of the agent of,  
3 overrides default life cycle methods defined in the web  
4 browser with corresponding substitute methods such that the  
5 agent persistently remains in browser storage as the browser  
6 transitions across successive web pages and different web  
7 sites.

1 92. The apparatus recited in claim 91 wherein the agent  
2 comprises a Transition Sensor applet and an Ad Controller  
3 applet, and the processor, during execution of the  
4 Transition Sensor applet:

5           instantiates and starts execution of the Ad Controller  
6    applet; and  
7           monitors a user click-stream so as to detect the  
8    user-initiated event such that the processor:  
9           instructs the Ad Controller applet to download the  
10   Ad Descriptor file for the web advertisement from the  
11   advertising server into the browser storage on the computer;  
12   and  
13           in response to an occurrence of the event,  
14   instructs the Ad Controller applet to cease any download of  
15   a further advertisement file specified in the Ad Descriptor  
16   file, to the extent any downloading of said further  
17   advertisement file is then occurring, and initiates  
18   processing, through the browser, of files for an  
19   advertisement that has been previously downloaded and is  
20   currently ready to be rendered so as to render the  
21   previously downloaded advertisement during the next  
22   interstitial interval to the user.

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93. The apparatus recited in claim 92 wherein the  
2   processor, as a result of the corresponding life cycle  
3   methods, causes the Ad Controller and Transition Sensor  
4   applets to persistently remain in the browser storage as the  
5   browser transitions across successive web pages and  
6   different web sites.

1   94. The apparatus recited in claim 93 wherein the  
2   user-initiated event is an affirmative action taken by the  
3   user, through the browser, to navigate from the first web  
4   page to the next successive web page, wherein the action  
5   comprises a mouse click, a key depression or a user-invoked  
6   state change in a stored history of web pages previously  
7   visited by the user.

1 95. The apparatus recited in claim 93 wherein the  
2 processing in response to executing the tag:  
3 determines, through the agent, whether a new version of  
4 either the Transition Sensor applet or the Ad Controller  
5 applet then resides on the distribution server relative to a  
6 corresponding version, if any, of the Transition Sensor and  
7 Ad Controller applets, respectively, then residing in the  
8 browser storage; and  
9 if said new version exists on the distribution server,  
10 downloads the new version from the distribution server into  
11 the browser storage and executing the new version in lieu of  
12 the corresponding version.

3  
A 1 96. The apparatus recited in claim 93 wherein the output  
2 device is a display.

~~Sub  
C32~~  
1 97. The apparatus recited in claim 94 wherein the  
2 advertising tag further comprises a component specifying the  
3 advertising server.

1 98. The apparatus recited in claim 97 wherein the  
2 processor, during execution of the Ad Controller applet and  
3 in response to the second component contained in the tag,  
4 downloads the Ad Descriptor file originating from the  
5 advertising server specified in the second component.

1 99. The apparatus recited in claim 98 wherein the Ad  
2 Descriptor file comprises a manifest of names of a plurality  
3 of predefined advertising files and associated configuration  
4 information necessary to properly play the downloaded  
5 advertisement through the browser.

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C33

1 100. The apparatus recited in claim 99 wherein the  
2 advertising files comprise at least one media file or at  
3 least one player file necessary to render an associated  
4 media file.

1 101. The apparatus recited in claim 100 wherein the Ad  
2 Descriptor file comprises a list having: a name of each  
3 player and media file that constitutes the downloaded  
4 advertisement, a corresponding network address at which said  
5 each file can be accessed, configuration information for at  
6 least one of the player files for properly configuring the  
7 corresponding player to render an associated media file.

1 102. The apparatus recited in claim 101 wherein the Ad  
2 Controller applet comprises a play queue, wherein the  
3 processor, in response to the stored executable  
4 instructions:

5 once all the advertising files specified in an  
6 associated Ad Descriptor file for a corresponding  
7 advertisement, reside in the browser storage on the  
8 computer, inserts the associated Ad Descriptor file into an  
9 end of the play queue; and

10 in response to the user-initiated event and during the  
11 ensuing interstitial interval, processes advertising files  
12 specified in a specific Ad Descriptor file then situated at  
13 a head of the play queue so as to render, through the output  
14 device, an advertisement, corresponding to the specific Ad  
15 Descriptor file, to the user.

1 103. The apparatus recited in claim 102 wherein the  
2 user-initiated event is an affirmative action taken by the  
3 user, through the browser, to navigate from the first web  
4 page to the next successive web page, wherein the action

5 comprises a mouse click, a key depression or a user-invoked  
6 state change in a stored history of web pages previously  
7 visited by the user.

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C34  
104. The apparatus recited in claim 103 wherein the  
processor, in response to executing the tag:

3 determines, through the agent, whether a new version of  
4 either the Transition Sensor applet or the Ad Controller  
5 applet then resides on the distribution server relative to a  
6 corresponding version, if any, of the Transition Sensor and  
7 Ad Controller applets, respectively, then residing in the  
8 browser storage; and

9 if said new version exists on the distribution server,  
10 downloads the new version from the distribution server into  
11 the browser storage and executes the new version in lieu of  
12 the corresponding version.

1 105. The apparatus recited in claim 103 wherein the output  
2 device is a display. --.

IN THE ABSTRACT-

Page 99, line 7 Delete "and".

#### REMARKS

The above amendments have been made to: (a) change the title to one that more fully describes the present invention, as now claimed, as compared to the original title; (b) specify current status of the Applicants' parent application; (c) correct minor inadvertent errors, including various grammatical, punctuation and typographical errors,